



PRACTICAL PHILANTHROPY ACROSS EUROPE

3rd ANNUAL KBFUS ALUMNI CONFERENCE | 21 APRIL 2017

INSTITUT DES HAUTES ÉTUDES SCIENTIFIQUES

BURES-SUR-YVETTE, FRANCE

Facts about Practical Philanthropy across Europe



Practical Philanthropy across Europe (PPE) is an informal gathering of the most ambitious and leading performers in the field of development and fundraising that has organized a yearly conference since 2015. All of us have participated in the KBF-US study programme about the American business model for funding of cultural and educational organizations.

The goal of the yearly conferences is an exchange of experience, ideas, inspiration and qualified feedback.

The more than two hundred participants of the PPE are all on a senior management level (Directors, Heads of Communication, Development and Funding), in leading scientific, educational and cultural institutions across Europe. We represent 19 different countries and a wide area of topics and areas of development: traditional universities, technical universities, fine art museums, single artist museums, natural history museums, national galleries, ballet troupes, national philharmonics, jazz orchestras, national museums and much more.

All of us professionals in the field of philanthropy share the great challenges, caused by the ripples of the shifting focus and priority of European, National and International politics in the area of Culture, Science and Education. These are not challenges isolated to a single country or region but are a trans-national and international phenomenon.

At a time when the public depends more than ever on education, science and the enlightened conversation about and knowledge of one's own culture and heritage in response to the "mysterious unknown" that lies ahead, the work of those who strive to make the world a better place is under threat. More than ever, therefore, there is a need for professionals such as us to come together to provide leadership in a world-order that seeks to destroy liberal values and undermine the ethical positions that we hold dear. Those of us who are privileged to call ourselves alumni of the King Baudouin Foundation US Conference, therefore, have a critical role to play and it is our ambition that the 3rd Annual KBFUS Alumni Conference will give inspiration and strengthen the collaboration between all of us, leading to the establishment of a new network of us all entitled, *Practical Philanthropy across Europe* (PPE).

This workshop is generously supported by:



In association with:



PROGRAMME

- 09h00 – 09h15: Registration and coffee
- 09h15 – 09h30: Welcome and some lessons from an enriching experience
Prof Jean-Pierre Bourguignon, Emeritus professor Nicolaas Kuiper, IHES, France (former IHES Director) and President of the European Research Council
- 09h30 – 10h30: International Keynote: Sharing experiences on practical philanthropy
Lorna Somers, Vice-President, McMaster University, Canada
- 10h30 – 10h45: Coffee Break
- 10h45 – 11h30: Breakaway Sessions 1: (Please attend one workshop in the first breakaway session and one of the other sessions in the second session scheduled for 11h30-12h15)
- The fundamental platform for fundraising** by **Bruno van Dyk**, Director, Development and Alumni Relations, Durham University, England
- Quidame – how to create value for your sponsors** by **Lars Hamann**, Kommunikationschef, Museum Jorn, Denmark
- The Philanthropic University. How do you achieve it? Why does it matter?** by **Ian Edwards, Nathalie Levallois and Joanna Motion**, More Partnership, United Kingdom and France
- 11h30 – 12h15: Breakaway Session 2: Same as above
- 12h15 – 13h00: Lunch Buffet
- 13h00 – 13h30: An introduction to Transnational Giving in Europe (*title TBC*) by **Dominique Lemaistre**, Head of grant making activities, Fondation de France
- 13h30 – 14h15: Engaging Family Foundations: the logic of speciality fundraising by **Dr. Michael Hawes** professor of political science and CEO for Fulbright Canada.
- 14h15-14h45: Guest Address: Philanthropic Partnerships across Europe...and the world
Tricia King, Vice President for Global Engagement, Council for Advancement and Support of Education (CASE), London, England
- 14h45 – 15h30: On networks and new philanthropic strategies
Sebastien Turbot, Culture(s) and Content Strategy & Curation, Auditoire/TBWA, Paris, France
- 15h30 – 15h45: Coffee Break
- 15h45 – 16h30: Panel discussion and interactive session: The future of Practical Philanthropy across Europe
Marie Caillat, Directrice du développement et de la communication, Institut des Hautes Études Scientifiques, France; **Lars Hamann**, Kommunikationschef, Museum Jorn, Denmark; **Erica Lutes**, Executive Director, Fulbright Commission Belgium, Luxembourg, Schuman; and **Bruno van Dyk**, Director, Development and Alumni Relations, Durham University, England
- 16h30 – 18h00: Transportation to Paris
- 18h00 – 19h30: Visit to “PIMITIVE PICASSO” and drinks reception at musée du quai Branly

SPEAKERS BIOS



JEAN-PIERRE BOURGUIGNON - Emeritus professor, IHES and President of the European Research Council (ERC)

A mathematician by training, Prof. Bourguignon spent his whole career as a fellow of the Centre National de la Recherche Scientifique (CNRS). He held a Professor position at École Polytechnique from 1986 to 2012. He was President of the Société Mathématique de France from 1990 to 1992 and President of the European Mathematical Society from 1995 to 1998. He is a former member of the Board of the EuroScience organisation (2002-2006) and has served on EuroScience Open Forum (ESOF) committees since 2004.

Prof. Bourguignon received the Prix Paul Langevin in 1987 and the Prix du Rayonnement Français in Mathematical Sciences and Physics from the Académie des Sciences de Paris in 1997. He is a foreign member of the Royal Spanish Academy of Sciences. In 2005, he was elected honorary member of the London Mathematical Society and has been the secretary of the mathematics section of the Academia Europaea. In 2008, he was made Doctor Honoris Causa of Keio University, Japan, and, in 2011, Doctor Honoris Causa of Nankai University, China. In 2016, he was elected honorary member of the Deutsche Mathematiker Vereinigung.

Since January 2014, Prof. Jean-Pierre Bourguignon has been President of the European Research Council (ERC).



Organiser

MARIE CAILLAT - Director of Development and Communication, Institut des Hautes Études Scientifiques (IHES)

Marie Caillat has been the Director of Development and Communication at IHES since December 2012. Founded in 1958 IHES is recognised as a world-leading research centre specialising in maths and theoretical physics. Responsible for the formulation and execution of the Institute's international fundraising and communications strategy, and working closely with the Director and senior volunteers, Marie is currently leading the preparations for the Institute's upcoming fundraising campaign. Over her leadership, the development office has raised over €10M, notably thanks to seven-figure gifts, including the largest gift in the Institute's 60-year history.

Prior to joining IHES, Marie spent six years working for the French Ministry of Foreign Affairs. Her postings included time spent in Phnom Penh, in Cambodia, Kabul in Afghanistan and she was latterly based in Kampala, Uganda. She has also been a volunteer for Médecins du Monde.

She is a member of Association Française des Fundraisers and a regular speaker at their conferences.



Organiser

BRUNO VAN DYK - Director of Development and Alumni Relations at Durham University

Bruno van Dyk has been involved in development work, university advancement and international activities for more than 25 years, in Africa, Europe, the US, the Gulf, Asia-Pacific and the UK. He has two Masters degrees and a certificate in Managing Partnerships and Strategic Alliances from INSEAD.

He has published on literary, educational and polemical issues and is on the editorial board of “Giving: Thematic Issues in Philanthropy and Social Innovation”, taught for many years on the Masters in International Studies in Philanthropy and Social Entrepreneurship programme at the University of Bologna and has contributed to current debates by presenting and facilitating at over 30 conferences. He has been and is an ordinary member and Chair of a number of University and other non-profit national and international Boards.



IAN EDWARDS - Partner at More Partnership

After graduating from Emmanuel College, Cambridge where he was appointed to a Bye Fellowship in 2015, and a first career in the commodities industry as a partner at E.D. & F. Man Limited, based in London and Nairobi, Ian joined Shrewsbury School as its first Development Director, where he was responsible for establishing Shrewsbury School Foundation. Immediately prior to joining More Partnership he spent nine years at INSEAD, the world’s leading international business school, latterly as Executive Director of Development. Under his leadership, *The INSEAD Campaign – a business school for the world* was launched in the autumn of 2004; the target of €200 million, one of the most ambitious of its kind in continental Europe, was reached in December 2008.

The former Managing Partner of the firm, Ian’s current consulting assignments include campaign support for Ecole Normale Supérieure, the Toulouse School of Economics, IHÉS (Institut des hautes études scientifiques) and MINES ParisTech, in France; in the United States support for Climate Central and the Council for the Advancement and Support of Education; in Ireland campaign support for Trinity College Dublin; in the UK, campaign support for Moorfields Eye Hospital, Cambridge University Boat Club, the Royal Botanic Gardens, Edinburgh, Magdalen College School.

Ian is a Director of Nizkor Network, a human rights NGO and is a Governor of the British School of Paris. He was Chairman of CASE Europe Trustees from 2001 – 2004 and is a holder of CASE’s Crystal Apple speaker award. Ian is a Freeman of the City of London, a Liveryman of the Worshipful Company of World Traders and a member of the Institute of Fundraising and of the Association Française des Fundraisers (AFF). He lives close to Paris and is a fluent French speaker.



Organiser

LARS HAMANN - Head of Communication at Museum Jorn

Hamann studied at the University of Copenhagen and has a Master’s degree in Rhetoric & Speech. Lars was active in the student union, labor union, and in European politics. He has worked for almost ten years at DNP – the world’s second largest communication corporation. Lars currently works as Head of Communication at Museum Jorn and is involved in many fields of communication among also writing historical crime novels set in the renaissance.



MICHAEL HAWES - Professor of political science and CEO for Fulbright Canada

Dr. Michael Hawes is a professor of political science, a tireless advocate of international education, and a proud alumnus of the Fulbright program. He assumed the leadership of Fulbright Canada in September of 2001 and has had the privilege of directing the program through some very exciting times. He is Chief Executive Officer of the Foundation for Educational Exchange between Canada and the United States of America and Executive Director of Fulbright Canada. Under his direction Fulbright Canada has witnessed dramatic growth in its programs and in the number of students and scholars that the program supports.

Since 1985, he has been a professor of international relations (currently on leave) in the Department of Political Studies at Queen's University in Kingston. He has also taught political risk assessment and cross-cultural negotiation in the Queen's School of Business. During the 1999-2000 academic year Michael was the J. William Fulbright Distinguished Professor of International and Area Studies at the University of California at Berkeley and the John A. Sproul Senior Research Fellow in Canadian Studies. In the Spring of 2010, he was Visiting Research Chair and Professor at the Center for Public Diplomacy in the Annenberg School of Communication and Journalism at the University of Southern California. He has also held posts as Visiting Scholar at the Instituto Tecnológico Autónomo de México in Mexico City, Visiting Professor in the Political Science Department at the University of British Columbia, Visiting Research Fellow at the Swedish Institute for International Affairs in Stockholm, Visiting Professor of International Political Economy at Tsukuba University in Japan, and, on several occasions, Visiting Professor of International Political Economy at the International University of Japan in Niigata Japan. Michael was Acting Director of the Centre for International Relations at Queen's University, Senior Fellow at PARMEC (the Program for the Study of Mexico, the United States, and Canada) at ITAM in Mexico City, Research Associate at Nichi-Bei Ken (the Center for Japan-U.S. Relations) at Kokusai Daigaku, and Senior Fellow at the Institute for Socio-Economic Planning at Tsukuba University in Japan.



TRICIA KING - Vice President for Global Engagement, Council for Advancement and Support of Education (CASE)

Tricia King serves as vice president of global engagement and is responsible for the global development of CASE. She works with the three regional offices in London, Mexico City and Singapore, providing strategic leadership and ensuring effective collaboration with CASE headquarters. Before joining CASE, Tricia was at Birbeck, University of London for almost 11 years, serving as pro-vice master for strategic engagement as well as director of external relations. Prior to that, she served as director of marketing, recruitment and admissions at Roehampton University in London and as head of marketing at York St. John University in the City of York.

Prior to joining CASE as a staff member, Tricia was a long-time volunteer of CASE, serving as a trustee on the CASE Europe Board of Directors for eight years and as a member of the CASE Communications and Marketing Commission for three years. She has presented at many CASE conferences worldwide and received the CASE Crystal Apple for Excellence in Teaching Award in 2012. In addition, Tricia is a 2014 recipient of the CASE Europe Distinguished Service Award.



DOMINIQUE LEMAISTRE - Head of grant making activities, Fondation de France

Dominique Lemaistre started her career in 1984 as administrator of a photographs public order. 4 years later, she joined Fondation de France where, to begin with, she was in charge of communication. She then dedicated herself to philanthropy, first with the handling of charitable funds hosted by Fondation de France and later on, Fondation de France own programs.

As Head of grant making activities, Dominique Lemaistre now supervises the activity of the 30 Fondation de France's programs and the 828 charitable funds administered by Fondation de France.

Serving philanthropy for more than 25 years has enabled Dominique Lemaistre to consider all the foundations and philanthropy stakes in France and Europe, through the very instructive and evolving context of the 1990's up to today: relationship with private and corporate funders, governance, social expertise in the most various fields, legal and tax evolving rules.

Fondation de France was established in 1969 on the initiative of General De Gaulle and André Malraux to help individuals and companies to carry out philanthropic, cultural, environmental or scientific projects and social activities. In 2015, the foundation dedicated 174 million euros to social activities. It is a private non-profit organization recognized by the government as a charity working in the public interest. The foundation contributes to the development of philanthropy by enabling individuals or companies to create their own foundation under its aegis and to benefit from its advice on management.



NATHALIE LEVALLOIS - Partner at More Partnership

Nathalie Levallois-Midière graduated from the Institut National des Langues et Civilisations Orientales (INALCO, Paris) in Japanese and International Relations.

Nathalie has 20 years fundraising experience having led the first international capital campaign (€10€ goal) conducted by the Institut des Hautes Etudes Scientifiques (IHES) in 2001, a well known research institution in pure mathematics and theoretical physics. Nearly €12M were raised from private and public sources.

In 2004, she started her own fundraising consultancy company and has worked with major French institutions such as the Institut Français des Relations Internationales, the University Claude Bernard Lyon 1, ParisTech (a group of 10 major Parisian engineering schools) and Arts et Métiers ParisTech.

Nathalie joined More Partnership (formerly Iain More Associates) from October 2007 until September 2011 as an Associate Consultant before becoming a full Partner. She has then worked intensively in France in the education sector (Engineering and Management schools) and the research sector (Centre National de la Recherche Scientifique, Research Foundations). Former clients include the International Juvenil Justice Observatory, the KU Leuven and HEC-ULg in Belgium; Supélec, Audencia School of Management, IHES and Ecole des Mines de Nancy in France.

After a small parenthesis as Director of Development at EDHEC Business School and Deputy Director of Strategy and Development at Sciences Po between 2012 and 2016, Nathalie is back at More Partnership.

Nathalie's experience is focused on the establishment of Development Offices and fundraising programs, capital campaigns, major donors strategies, audits and feasibility studies.

Nathalie is a Board member of the Association Française des Fundraisers, the French Fundraising Association, helping to promote fundraising and the profession of fundraiser in France. She has been providing for 10 years now a fundraising class in the frame of the Certificat Français du Fundaising established by ESSEC and AFF.

In 2010, she wrote with Marie-Stéphane Maradeix, the first book ever published in fundraising strategy in France in the sector of education: Fundraising, Strategies for Research and Higher Education in the public and private sectors.

Nathalie is French and speaks English, Italian and Japanese. She is located in Paris.



Organiser

ERICA LUTES - Executive Director, Fulbright Commission

Erica Lutes graduated as an international relations major and romance language minor and did her junior year abroad at Yale College. After graduation, she worked on the European Sales desk for Goldman Sachs in their Equity Department. She holds three master's degrees from the University of Leuven (Belgium) in political economy, conflict and peace studies, and international business.

From 2006-2008 she served as the staff aide to U.S. Ambassador to Belgium. She has been working for the U.S. State Department as the EducationUSA adviser and Fulbright Belgium-EU program officer since 2009. Erica became the youngest Executive Director of a Fulbright Commission in 2012 at the age of 31. She is a visiting lecturer at the University College of Brussels (HUB part of the University of Leuven) in business and culture. In her spare time she runs marathons and teaches spinning classes. She is a specialist in European and U.S. higher education.



JOANNA MOTION – Partner at More Partnership

Joanna Motion is well known as an authority on philanthropy in international contexts. In 2011 she joined More Partnership, the leading European fundraising consultancy, after serving for a decade as the inaugural vice president for international operations for CASE (Council for Advancement and Support of Education). Since joining More she has been the author of two influential reports for the Higher Education Funding Council for England, on philanthropy to UK Higher Education (“The Pearce

Report”) and on the fundraising workforce. Her current clients for More range from the University of Helsinki to the Australian National University and from the Natural History Museum (London) to the United Nations International School (Hanoi).

She has been awarded honorary doctorates by the Universities of Kent and Loughborough in recognition of her championing of change encouraging philanthropy. She holds the CASE Crystal Apple for excellence in teaching and the CASE Europe Distinguished Service Award.



LORNA SOMERS - Vice President, McMaster Foundation and Director of Development McMaster University

Lorna Somers has been working in university advancement at McMaster University since 1988. During that time, she has been involved in the establishment and growth of the annual fund, gift planning and major and principal giving. She has been campaign director for two university-wide comprehensive campaigns, (Changing Tomorrow Today 2001 and The Campaign for McMaster 2010), in addition to directing a series of targeted campaigns for Athletics, the Museum of Art, two campaigns for scholarships and bursaries, the Student Centre and for the Centre for Learning and Discovery. Somers currently focuses her attention on working closely with senior academic leaders and volunteers to secure principal level gifts: most notable among them, the largest cash gift to a Canadian university.

Somers complements the depth of her experience at McMaster with the breadth of a commitment to teaching and training that takes her around the globe. She works throughout Europe, Asia, Africa, Australia and North America with academics and board members as well as colleagues in advancement - both in higher education and the charitable sector. Volunteer work has included national chair of Canadian Association of Gift Planners, trustee and chair of the International Committee for the Council for the Advancement and Support of Education. In recognition for her contribution to teaching and for service and leadership within the profession, Somers was awarded the Frank Ashmore Award by CASE in 2011 and the 1997 "Friend of CAGP" award. She was the second Canadian to receive the CASE Crystal Apple for Excellence in Teaching in 2005, eclipsed only by her Science Fair project winning the American Phytopathological Award in 1976.



SEBASTIEN TURBOT - Culture(s) and Content Strategy & Curation, Auditoire/TBWA

Sebastien Turbot builds conversation + content-driven collaboration platforms. An enthusiastic storyteller, Sebastien leverages content design to transform complex into simple, mundane into exciting and boring into engaging. As a conference curator, Sebastien combines content, production and communication to deliver a powerful experience that truly touches people and creates a lasting bond.

Prior to joining Auditoire/TBWA, Sébastien was the editorial director of TEDxParis. He is also the founder and former CEO of Sayara, an Afghanistan-based strategic communication agency where he designed and implemented a wide range of communication campaigns on development, humanitarian, governance, and post-conflict related issues for clients such as UN Agencies (UNDP, UNICEF, etc.), NGOs (CARE, Asia Foundation, etc) and government agencies (USAID, DFID)

Sébastien has also worked on corporate social responsibility for an international consultancy firm; as a communications and advocacy officer for NGOs and as a journalist on conflict and humanitarian issues.

He is a Fellow at the Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA) and an advisory board member at Samuel Hall Consulting, a research and strategic consulting firm.

Turbot is a lecturer and a frequently requested advisor and speaker.

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